

Message Text

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PAGE 01 RIO DE 04269 311509Z

61

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W

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R 311339Z DEC 75

FM AMCONSUL RIO DE JANEIRO

TO SECSTATE WASHDC 3175

AMEMBASSY BRASILIA

AMEMBASSY BOGOTA

AMEMBASSY CARACAS

AMCONSUL SAO PAULO

UNCLAS RIO DE JANEIRO 4269

E.O. 11652: N/A

TAGS : BEXP BR

SUBJECT : PROPOSED NORTH TEXAS COMMISSION IOGA TRADE MISSION

TO BRAZIL, COLUMBIA, AND VENEZUELA

REF: A) STATE 290274 B) BRASILIA 10428

1. IN VIEW OF RECENT GOB IMPORT RESTRICTIONS (REF B AND RIO A-94 OF DECEMBER 16, 1975), AND THE RESTRICTED GEOGRAPHIC AREA FROM WHICH PARTICIPANTS WILL BE RECRUITED, WE PREFER TO HAVE SPECIFIC PRODUCT INFORMATION FROM PROPOSED PARTICIPANTS TO ASCERTAIN MARKETING POSSIBILITIES BEFORE WE APPROVE VISIT OF MISSION TO BRAZIL. INDEPENDENT IMPORTERS AND REPRESENTATIVES IN THE BIOMEDICAL FIELD ARE USUALLY SMALL TO MEDIUM SIZE FIRMS HARD HIT BY 360-DAY IMPORT DEPOSIT REQUIREMENT (REF B). THEIR MAJOR CONCERN IN 1976 WILL BE MAINTAIN WORKING CAPITAL FOR ONGOING BUSINESS. CURRENT TREND IS FOR FIRMS TO ENTER JOINT VENTURE OR LICENSING AGREEMENTS TO ASSEMBLE MANUFACTURE BIOMEDICAL EQUIPMENT IN BRAZIL. IMPORT MARKET SIZE, ESTIMATED AT \$50 MILLION IN 1975, WILL DECREASE IN 1976, SINCE GOVERNMENT AGENCIES AND GOVERNMENT-CONTROLLED ENTITIES WILL HAVE TO CUT THEIR 1976 IMPORT BY 25 PERCENT.

2. POSTS WILL BE HANDLING US POLLUTION CONTROL EQUIPMENT TRADE MISSION AND AVIATION/AVIONICS TRADE MISSION IN MARCH-APRIL. WE PREFER TO HAVE AT LEAST ONE MONTH LAG BETWEEN UNCLASSIFIED

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MISSIONS. IF DEFINITE MARKET POSSIBILITIES ARE ASCERTAINED

(BASED ON FURTHER INFO RE COMPOSITION OF MISSION), WE WOULD
PREFER TO HAVE MISSION TENTATIVELY RE-SCHEDULED FOR MAY INSTEAD
OF APRIL.
DEXTER

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NNN

Message Attributes

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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
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